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Survey indicates no change in '83 journalism enrollment

By Paul V. Peterson

Journalism and mass communications enrollment in 1983 was apparently unchanged from 1982. This was the third consecutive year that enrollment remained essentially level — taking into account differences in the numbers of schools reporting data for this annual survey.

In the autumn of 1983, 200 schools (actually 201 programs) in the United States reported a total of 86,531 students majoring in journalism and mass communications. If taken at face value, that figure would indicate enrollment had dropped considerably from the 91,016 students reported in the autumn of 1982. That drop of 5 percent would be the largest decline since the middle of the 1950s.

But such a comparison is misleading for three reasons. One, 216 programs reported in 1982 but only 201 reported in 1983. Two, some institutions reporting large enrollments in 1982 did not participate in the 1983 survey. Three, some schools have changed the manner by which they report statistics for this survey.

Thus, the question is this: Did enrollment in journalism and mass communications *in general* decrease significantly in 1983? The answer: When certain considerations are taken into account, such as listed above, the decrease is insignificant, and journalism and mass communications enrollment is almost exactly the same as it was a year ago. The same was true in 1982 and 1981. This leveling-off trend is welcome news to administrators who have been fighting problems of class closeouts, insufficient faculty, cramped classrooms and laboratories and many other related problems.

This conclusion can be reached in two ways. One is to compare the list of schools reporting 500 or more students for each of the last three years. Those schools reported 48,119 majors in 1981, 49,961 in 1982 and 49,584 in 1983. Those data represent a 3 percent increase in 1982 and a .2 percent decrease in 1983.

A second way would be to assume that those schools reporting in 1982 but not in 1983 would produce approximately the same numbers for the 1983 tabulation as for 1982. That would add 8,911 students. Then, subtracting the 3,313 students reported in the 1983 survey by schools not reporting in 1982, the "growth" would be 5,598. Thus a "new total" for 1983 would be 92,111, an increase of 1.2 percent.

But the second method is speculation, and the first comparison is a more reliable indicator of enrollment trends.

Several observations can be made about the 1983 data:

- The percentage of females was 58 percent, compared with 59 percent in 1982 and 58 percent in 1981.
- All classes, with the exception of seniors, declined in numbers, albeit slightly.
- The number of doctoral students was up considerably, and Asians were the largest minority group in doctoral programs.
- The number of baccalaureate degrees was up significantly.
- The percentage of minority students was unchanged.

Peterson, a professor in the School of Journalism at The Ohio State University, has conducted the annual enrollment survey of journalism and mass communications for more than 15 years. His reports and tabulations have previously been reported in Winter (January) issues of ***Journalism Educator****, but will be featured in Spring issues from now on. The surveys have been made possible through grants from the Ohio State School of Journalism, Walter Hunge, director.*

TABLE 1

Enrollments by Sex, Class and Sequence, 1983 and 1982[1]

	1983 Class						1983 Sequence					
	Fr	*So*	*Jr*	*Sr*	*MA*	*PhD*	*Total*	*N-Ed*	*Bd. News*	*R-TV*	*PR*	*Adv*
Males	6,174	6,363	9,253	10,250	2,197	318	34,555	7,496	1,994	6,377	2,392	3,887
Females	8,919	9,279	13,054	13,374	2,935	215	47,776	9,832	2,582	5,403	5,378	6,822
Totals	15,093	15,642	22,307	23,624	5,132	533	82,331	17,328	4,576	11,780	7,770	10,709

	1982 Class						1982 Sequence					
	Fr	*So*	*Jr*	*Sr*	*MA*	*PhD*	*Total*	*N-Ed*	*Bd. News*	*R-TV*	*PR*	*Adv*
Males	7,092	7,154	9,770	9,825	2,241	268	34,064	7,686		9,137[2]	2,785	4,009
Females	10,486	10,232	24,008	13,174	3,157	163	48,174	10,358		9,184	6,090	6,640
Totals	17,578	17,386	23,778	22,999	5,398	431	82,238	18,044		18,231	8,875	10,649

[1]These tabulations include figures only for those schools that reported their enrollments by sex, class and sequence, representing 95 percent of the reported 86,531 for 1983 and 90 percent of the 1982 figure of 82,238.

[2]In the 1982 report, two categories, broadcast news and radio-TV general, were combined into a single total.

As always, the results of this survey should be used to recognize trends and not be used as absolutes. There are too many variables, such as changes in the schools reporting and the definition of sequences at different schools. In addition, schools have a variety of ways to keep and report statistics. Most now use computer recordkeeping, but printouts often do not show statistics such as race or sequence. And understaffed departments often report they do not have the personnel to collect such data in the time constraints required by the survey.

As in the past 30 years, the problem of defining the scope of the study continues. Most departments now define the term that once meant newspapering, and only newspapering, to include news editorial (newspapers), advertising, broadcasting, public relations, magazines, community journalism, technical journalism, science writing, agricultural journalism, home economics journalism, journalism research, or preparation for teaching journalism and mass communications. They define a student major as someone who is (1) under the administrative control of a school or department that offers an academic major in the area and (2) preparing for employment in the mass media upon graduation.

Michigan State largest

For the second straight year, Michigan State reported the most journalism and mass communications majors, 3,809. The only other school to top the 2,000 mark was California State University at Fullerton with 2,181, although incomplete statistics from the University of Texas at Austin may have kept it from that category. Table 3 lists 56 schools reporting 500 or more majors.

Boston University again topped all schools in the number of graduate students, 408, followed by Minnesota, Michigan State, New York University and Missouri, all with more than 200 students. Northwestern, which reported 230 graduate students in 1982, did not submit graduate enrollment data for 1983. Also absent from the list of schools normally reporting 50 or more graduate majors was Columbia University. (See Table 4.)

Maryland, which began offering the doctorate only recently, tied perennial leader Minnesota with 55 students. Stanford reported the most doctorates awarded, 10. Both doctoral enrollment and degrees granted were up considerably over

TABLE 2

A Five-Year Enrollment Summary

	1983	*1982*	*1981*	*1980*	*1979*
Total Enrollment	86,531	91,016	77,540	71,337	71,594
Freshmen	15,809	19,369	15,393	15,689	15,520
Sophomores	16,159	17,134	14,910	14,290	14,187
Juniors	22,863	23,575	20,091	18,322	18,485
Seniors	23,801	22,706	19,661	17,954	17,736
Specials	406	502	-	-	-
Graduates, Total	5,800	5,923	5,265	4,310	4,635
Master's	5,267	5,492	4,762	3,903	4,401
Doctoral	533	431	503	407	234
BA/BS/BJ Degrees	18,641	18,574	15,229	13,583	13,548
Master's Degrees	1,480	1,717	1,309	940	1,413
Doctoral Degrees	94	64	65	70	67

1982, and both were heavily male dominated. (See Table 5.)

Sequence enrollment

Sequences are indicators of students' employment interests, although in some schools students are arbitrarily sequenced. For example, some schools report all students as being in a news-editorial sequence because it is the only one offered. In reality, many of those students may be interested in public relations, magazines or other career areas. In addition, sequence data should be considered as indicative of trends and not as absolutes, for some schools report only totals and not sequences.

For schools reporting sequence data, news-editorial students accounted for 24 percent, compared with 22 percent in 1982. Broadcast journalism and general radio-television accounted for 23 percent in 1983 and 22 percent in 1982, advertising 15 percent in 1983 and 13 percent in 1982, and public relations 11 percent in both years. Tables 6, 7, 8 and 9 list schools with the largest of the four major sequences, and Table 10 shows trends in sequence enrollments.

The 201 programs reported 20,215 degrees for the year 1982-1983, compared with 20,355 in 1981-1982. In 1982-1983, 59 percent of the graduates were female, compared with 58 percent the previous year. Michigan State led all reporting schools with 815 baccalaureate degrees, and Florida was second with 555. Boston awarded the most

TABLE 3

Schools Reporting 500 or More Majors

Rank/School	*1983*	*1982*	*1981*	*Rank/School*	*1983*	*1982*	*1981*
1. Mich. St.	3809	3381	NR	29. Va. Commonwealth	805	702	652
2. Cal-Fullerton	2181	1917	1704	30. Louisiana St.	772	705	631
3. Syracuse	1960	1794	1991	31. Howard	767	804	110
4. Boston U	1763	1858	1889	32. So. Methodist	763	550	377
5. Ohio U	1613	1742	1601	33. San Diego St.	711	905	807
6. Alabama	1470	1537	1635	34. Oregon	709	749	735
7. Florida	1467	1500	1386	35. No. Carolina	707	685	714
8. Texas-Austin	1284	2349	2172	36. Okla. St.	703	740	717
9. Mid. Tenn. St.	1268	1119	1102	37. American	701	695	871
10. Wis.-Madison	1157	1147	1201	38. So. Florida	690	841	830
11. Indiana	1145	1086	967	39. Kansas	685	713	676
12. Texas Tech	1140	1164	1252	40. Kansas St.	671	594	563
13. Neb.-Lincoln	1124	1267	1043	41. Iowa St.	669	667	653
13. Tenn.-Knoxville	1124	1234	1400	42. Ohio St.	658	659	717
15. Ariz. St.	1094	1082	1148	43. Georgia	639	682	660
16. Oklahoma	1077	985	1011	44. Texas-Arlington	637	590	568
17. Maryland	1028	917	907	45. Dayton	625	725	598
18. Temple	1008	972	998	46. New York U.	623	556	702
19. San Jose St.	1002	970	901	47. West Va.	597	625	629
20. So. Carolina	995	904	1087	48. Kent St.	589	651	685
21. Missouri	977	1041	1049	49. Cal-Long Beach	573	986	426
22. Iowa	932	805	683	50. Pepperdine	572	519	480
23. No. Illinois	911	970	959	51. Cal-Northridge	567	517	489
24. Glassboro St.	869	991	917	51. Miami U.	567	613	558
25. Brigham Young	852	835	873	53. Marquette	529	545	544
26. Ball St.	848	850	803	54. Ark. St.	525	474	486
27. Houston	824	245	236	55. Illinois	522	479	472
28. So. Calif.	815	756	801	56. Minnesota	515	248	474

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ccounted for 7 percent rees awarded. These included 1,186 undergraduate degrees (7 percent of the total), 131 master's degrees (9 percent) and 16 doctorates (17 percent).

Tables 13 and 14 present detailed breakdowns of minority enrollments. These figures should not be taken as absolute, for many schools did not report the number, class status, or sex of minority students.

A list of the 200 schools and their enrollments begins on page 45 of this issue.

For a breakdown of enrollments by campuses, see pages 45-52.

TABLE 4

Schools Reporting 50 or More Graduate Students

School	*1983*	*1982*	*1981*	*School*	*1983*	*1982*	*1981*
1. Boston U.	408	414	NR	20. Wis.-Madison	83	82	87
2. Minnesota	239	248	224	21. So. Calif.	82	77	82
3. Mich. St.	232	159	NR	22. Tenn.-Knoxville	80	73	98
4. New York U.	230	189	189	23. Brigham Young	77	130	142
5. Missouri	202	238	259	24. Iowa St.	75	71	67
6. CBN U.	183	NR	NR	24. Ohio St.	75	81	94
7. Syracuse	175	163	176	26. Neb.-Lincoln	73	80	109
8. Ball St.	154	104	115	27. Georgia	72	72	90
9. Indiana	136	119	125	28. California	71	70	67
10. Ohio U.	125	68	92	29. Michigan	69	NR	NR
11. Maryland	124	68	77	30. American	68	66	86
12. Illinois	120	107	111	31. Kansas	67	66	70
13. Iowa	114	103	91	32. Dayton	65	65	65
14. Glassboro St.	113	104	81	33. San Jose St.	62	52	50
15. Oklahoma	109	43	35	34. No. Illinois	58	58	59
16. Stanford	99	137	150	35. SW Louisiana	55	NR	NR
17. Texas-Austin	92	132	272	36. No. Carolina	55	46	42
18. So. Carolina	89	81	93	37. Washington	55	57	67
19. Florida	88	81	95	38. Alabama	53	56	38

TABLE 5

Doctoral Students, Fall 1983, and Degrees Granted, 1982-83

School	Students			Degrees		
	Male	*Female*	*Total*	*Male*	*Female*	*Total*
1. Maryland	22	33	55	0	0	0
1. Minnesota	32	23	55	2	2	4
3. Mich. St.	27	14	41	5	3	8
4. Stanford	24	13	37	4	6	10
4. Wis.-Madison	19	18	37	4	3	7
6. Illinois	13	21	34	5	4	9
7. Tenn.-Knoxville	24	9	33	3	1	4
8. Indiana	17	11	28	4	0	4
8. Iowa	20	8	28	3	2	5
10. Washington	15	10	25	2	0	2
11. So. Illinois	17	5	22	4	0	4
12. Missouri	17	4	21	1	0	1
13. Michigan	9	9	18	5	3	8
14. Tex.-Austin	12	4	16	2	2	4
14. Utah	7	9	16	1	0	1
16. Syracuse	10	5	15	3	0	3
17. Howard	10	4	14	3	0	3
17. No. Carolina	8	6	14	0	0	0
19. Ohio U.	8	5	13	4	3	7
20. Wis. (Ag. Jour.)	4	3	7	4	4	8
21. Georgia	2	0	2	0	0	0
22. Okla. St.	0	1	1	1	1	2
22. Temple	1	0	1	0	0	0
Totals	318	215	533	60	34	94

TABLE 6

Largest News-Editorial Sequences, 1983

School	Sequence	Undergrad Enrollment
1. Cal-Northrioge	528	528
2. Northwestern	484	484
3. Rutgers	466	466
4. Mich. St.	428	3577
5. Ariz. St.	394	1073
6. Indiana	366	1009
7. Massachusetts	312	312
8. Arizona	297	297
9. Cal-Long Beach	290	570
10. San Francisco St.	281	281
11. St. Bonaventure	280	280

TABLE 7

Largest Broadcast News Sequences, 1983

School	Sequence	Undergrad Enrollment
1. Syracuse	293	1785
2. So. Calif.	280	733
3. Troy State	159	222
4. Missouri	158	775
5. E. New Mexico	148	181
6. American U.	127	633
7. So. Methodist	123	575
8. Ohio U.	119	1488
9. Bemidji St.	116	186
10. Indiana	108	1009
11. Okla. St.	107	670
12. Iowa St.	104	594
13. San Diego St.	100	680

TABLE 8

Largest Advertising Sequences, 1983

School	Sequence	Undergrad Enrollment
1. Mich. St.	1211	3577
2. Texas-Austin	545	1202
3. Neb.-Lincoln	394	1051
4. Florida	382	1379
5. Alabama	379	1417
6. Louisiana St.	365	738
7. No. Illinois	340	853
8. Cal-Fullerton	334	2140
9. San Jose St.	329	940
10. Syracuse	291	1785

TABLE 9

Largest Public Relations Sequences, 1983

School	Sequence	Undergrad Enrollment
1. Cal-Fullerton	383	2140
2. Alabama	332	1417
3. Florida	321	1379
4. Ohio St.	275	583
5. San Jose St.	225	940
6. Wis.-Madison	224	1074
7. Dayton	220	560
8. American U.	215	633
8. Ball St.	215	694
10. Oklahoma	210	968
11. No. Illinois	206	853

TABLE 10

Percentages of Sequence Graduates

Sequence	1982-83	1981-82	1980-81
News edit.	26	26	27
Broadcast	24	21	20
PR	14	13	16
Adv.	17	19	18
PR/Adv. Combined	4	3	-
Magazines	3	3	-
Others/Not Indicated	12	15	19

TABLE 11

Schools Granting 200 or More Baccalaureate Degrees, 1982-83

School	1982-83	1981-82	1980-81
1. Mich. St.	815	736	NR
2. Florida	555	509	480
3. Syracuse	474	311	274
4. Boston U.	466	390	NR
5. Alabama	374	339	297
5. Georgia	374	309	388
5. Ohio U.	374	365	326
8. Missouri	369	357	391
9. Cal-Fullerton	321	368	277
10. Kansas	286	256	244
11. Washington	279	300	298
12. Arizona St.	260	170	88
13. So. Florida	253	194	236
14. So. Carolina	252	284	263
15. Penn State	231	274	252
15. Wis.-Madison	231	243	228
17. San Jose St.	214	224	197
18. Texas-Austin	214[1]	502	693
19. No. Carolina	208	149	145
20. Tenn.-Knoxville	206	196	207

[1]The figures for Texas at Austin reflect only graduates from the School of Journalism, and do not, in 1982-83, include the totals for the Department of Advertising.

TABLE 12

Schools Reporting 25 or More Master's Degrees, 1982-83

School	Male	Female	Total
1. Boston U.	72	98	170
2. Syracuse	58	45	103
3. Mich. St.	47	37	84
4. Missouri	38	43	81
5. American	27	35	62
5. Illinois	28	34	62
7. Texas-Austin	20	26	46
8. CBN U.	20	19	39
9. Michigan	14	23	37
10. Stanford	19	17	36
11. Florida	15	16	31
11. Ohio St.	11	20	31
13. Brigham Young	21	7	28
13. New York U.	11	17	28
15. Alabama	14	13	27
15. Ball St.	12	15	27
17. Georgia	11	14	25
17. So. Carolina	14	11	25

TABLE 13

Minority Enrollment, Autumn 1983

Category	*Class*	*Male/Female*	*Total*	*Percent*	*Of Total N*
Black	UG	1627/2631	4258	6	76,984
Black	MA	84/448	532	10	5,132
Black	PhD	21/12	33	6	533
Hispanic	UG	519/673	1192	1	76,984
Hispanic	MA	28/35	63	1	5,132
Hispanic	PhD	9/1	10	2	533
Asian	UG	135/267	402	1	76,984
Asian	MA	67/55	122	2	5,132
Asian	PhD	28/10	38	7	533
Am. Indian/Alask. Nat.	UG	28/56	84	.	76,984
Am. Indian/Alask. Nat.	MA	2/6	8	.	5,132

TABLE 14

Minority Graduates, 1982-83

Category	*Class*	*Male/Female*	*Total*	*Percent*	*Of Total N*
Black	UG	300/510	810	5	17,542
Black	MA	28/25	53	4	1,410
Black	PhD	6/0	6	.	94
Hispanic	UG	91/161	252	1	17,542
Hispanic	MA	11/8	19	1	1,410
Hispanic	PhD	1/0	1	.	94
Asian	UG	37/70	107	1	17,542
Asian	MA	25/34	59	4	1,410
Asian	PhD	5/4	9	10	94
Am. Indian/Alask. Nat.	UG	6/11	17	.	17,542
Am. Indian/Alask. Nat.	MA	0/1	1	.	1,410

Advertising Enrollments Increase. The number of advertising students in the nation's colleges rose 6 percent last year, according to the 1984 edition of "Where Shall I Go to Study Advertising?" The survey of 86 programs, some in schools of business, showed that 15,892 students majored in advertising, up from 15,006 the previous academic year. Of those, 14,832 were undergraduates and 1,060 were graduate students, up from 13,960 and 1,046 the previous year. Advertising graduates increased to 4,942 last year from 4,760 the year before, with 4,671 bachelor's degrees up 6 percent from the previous year. Graduate degrees numbered 271, down 23 percent from the previous year. Advertising faculty increased from 343 to 361. Copies of the booklet may be purchased for $1 from Advertising Education Publications, 3429 55th St., Lubbock, TX 79413.